

**MARLBORO  
DRIVES SALES**



When a Marlboro Gear Truck is parked in your parking lot loaded with free Marlboro gear, you're going to have one of your biggest sales day ever.



**GET IN GEAR.  
THE TRAFFIC JAM RETURNS.**



**70776-1**

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# GET FREE GEAR.

# GET BIGGER PROFITS.

The Marlboro Gear Truck is back  
with Free Offers.

So get in Gear for increased Traffic,  
Sales and Profits.



## Truck Gear:

|            |              |
|------------|--------------|
| Coolers    | Lighters     |
| T-shirts   | Beach Towels |
| Sunglasses | Duffel Bags  |
| Key Rings  | Caps         |



Here's what you get  
from Marlboro.

## Advance Sales Kit:

|               |                 |
|---------------|-----------------|
| Window Poster | Ad Slicks       |
| Static Cling  | Gear Menu Board |
| Dangler       |                 |



## Day Of Promotion Materials:

|                        |               |
|------------------------|---------------|
| Banner                 | Floor Display |
| Counter Balance Sleeve | Change Mat    |
| Pennant Rope           |               |



We'll call to remind you  
of the Marlboro Truck's  
Arrival Date and Time.

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